

A large, stylized red speech bubble graphic that serves as a background for the main text. It has a thick red border and a lighter red fill, with a white circular area in the center.

2019 Science Communication Summit

Conversations with The Conversation
Martin LaMonica Deputy Editor

THE CONVERSATION US

Academic rigor, journalistic flair

- Launched in the U.S. in October 2014
- Initial team of 8 editors has grown to 18
- Nonprofit – no advertising
- Free to read, free to republish
- Other editions in:

Australia, UK, Africa, France, Canada,
Indonesia, New Zealand and Spain

*Editors in
Boston, Atlanta,
DC, New York
and Seattle.*



- All contributors are affiliated with academic institutions or national science labs.
- Not traditional op-ed. **Explanatory journalism.**
- An **editorial collaboration** between scholar + journalist/editor. Both sides must approve final copy.
- Statements in articles must be backed up by links to research or other evidence.



- Monthly unique visits to site: average = **~2 million**;
- Through republication: **~7-9 million reads per month**
- Daily TCUS newsletter recipients: **62,000**
- Dedicated audience development team promote stories with republishers + social

CNHI COMMUNITY NEWSPAPER HOLDINGS, INC.

AP Associated Press

QUARTZ
qz.com

CNN

BUSINESS
INSIDER

TIME

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The Washington Post

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Slate


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THE
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POST

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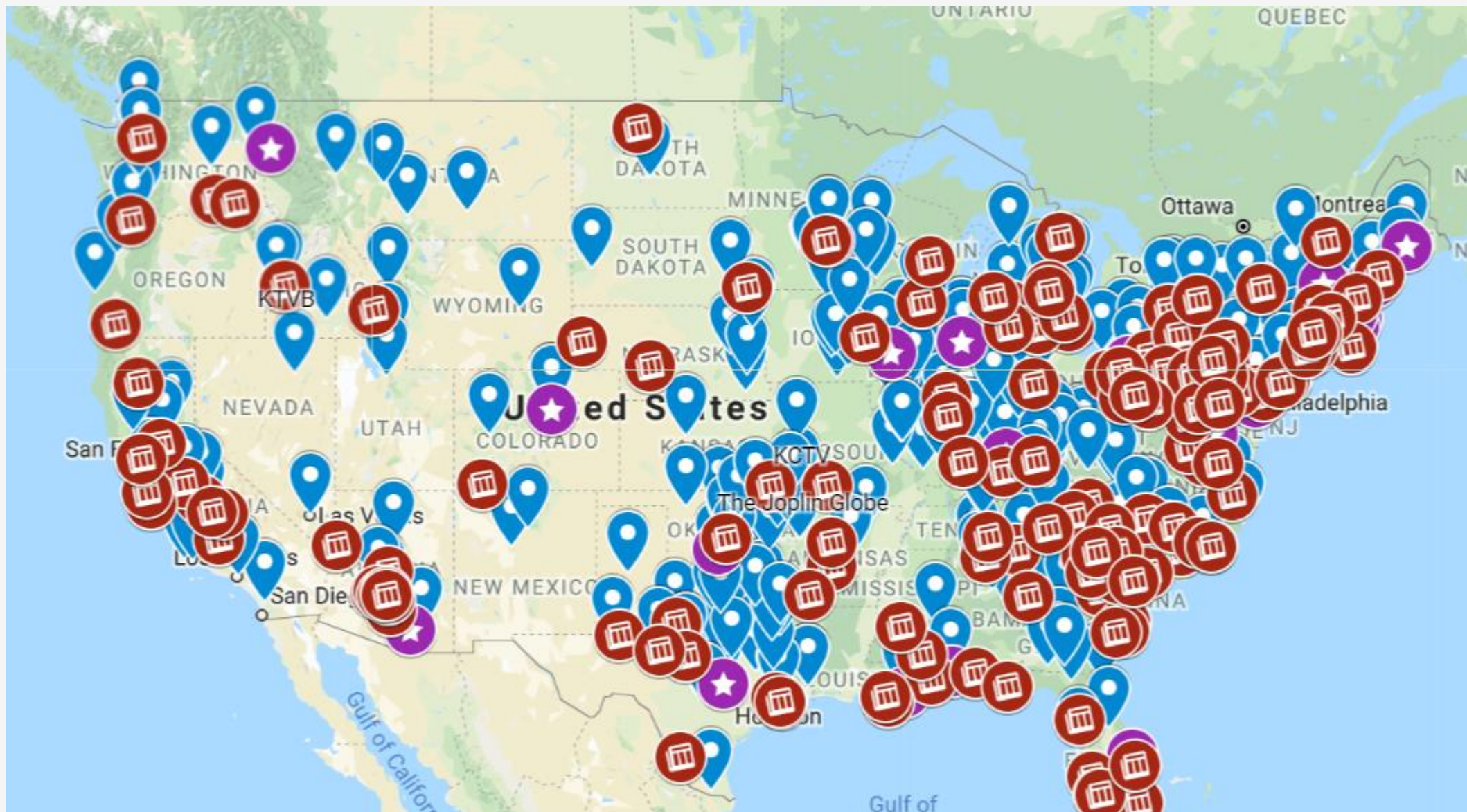
CHRONICLE


Smithsonian Magazine


UNIVISION

**SCIENTIFIC
AMERICAN**

A map of local news outlets that picked up TCUS articles



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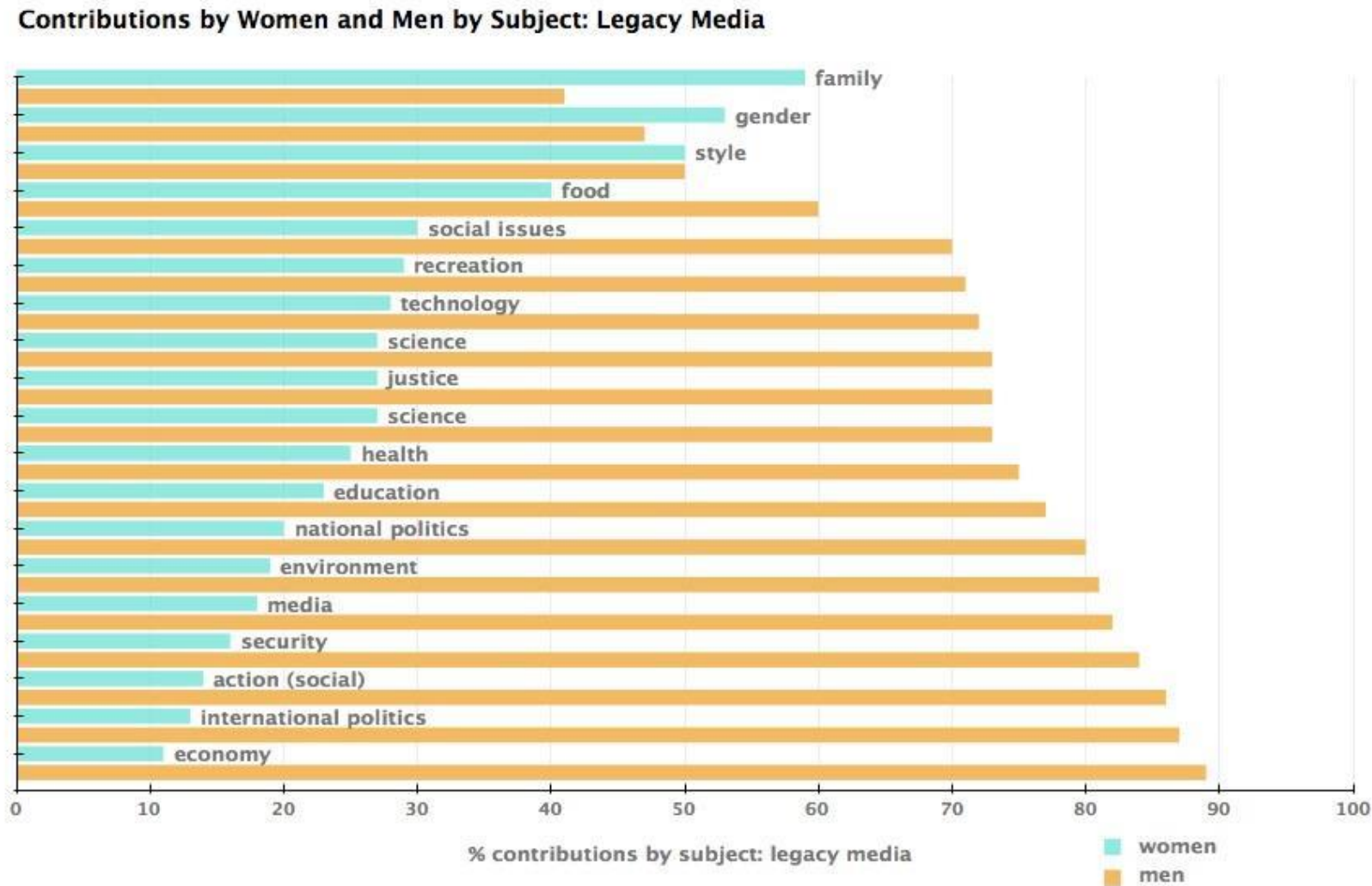
And funding by **member schools**

The Conversation US began with 19 member schools. Today more than 50 institutions support The Conversation as financial members to safeguard the current service and help us improve our coverage and features.



- Increase the visibility (and citations!) of scholars' research, enhance reputation and institutional prestige
- Improve communication skills
- Demonstrate public engagement and impact of research and teaching to potential stakeholders, decision-makers and funders
- Connect to other colleagues for collaboration
- Bring scientists' voice into public discussion





Source: OpEd Project, study done 2012

Post-publication outcomes of writing for The Conversation

43% Approached for other academic collaborations

31% Increased citations of scholarly articles

23% Used article or metrics as part of grant or other funding

14% Influenced policy by a decision maker

51% Request for radio interview

38% Request for print outlet interview

27% Request to write article for different outlet

17% Request for TV interview

~7% Book proposal (or other book publishing)

Source: Survey of The Conversation US authors. 457 respondents.

- “I was notified this morning by Representative James P. McGovern’s legislative aide that he would be referencing one of my co-authored studies on the House Floor this morning.”
–Lindsey Haynes-Maslow, North Carolina State University
- “The article was cited by Pennsylvania Senator Gene Yaw in his advocacy for that state's victims of the opioid epidemic.” – Paul R. Sanberg University of South Florida



Article “The US stingier with child care and maternity leave than the rest of the world” shared by former US NATO Supreme Allied Commander Wesley Clark



Article “Why the war on poverty in the US isn’t over, in 4 charts” shared by US Senator Bernie Sanders

"I thank you very much for exposing me with your wonderful scientific platform The Conversation. My article on "How nanotechnology can help us grow more food...." read by more than 20K readers and published by several other media groups, internationally. I'm so grateful to you for helping us to let our research globally through your platform."

--Research Scientist at Washington University in St. Louis

"My piece was reprinted in several places. I did not keep track of them very well; one is the Chicago Tribune; another is my hometown paper the Centre Daily Times. The latter led to me being invited to a local nonprofit luncheon meeting. Several environmental groups, one was a Native American group from the northwest, retweeted etc."

--Distinguished Professor of Information Sciences and Technology at Pennsylvania State University

"An editor from Harvard University Press wrote with a query about my interest in writing a book. An official from City of Houston contacted me about working with them on their proposal to receive VW diesel settlement money to fund an electrification program for Houston and its port."

--Associate Professor of Environmental Engineering at Rice University

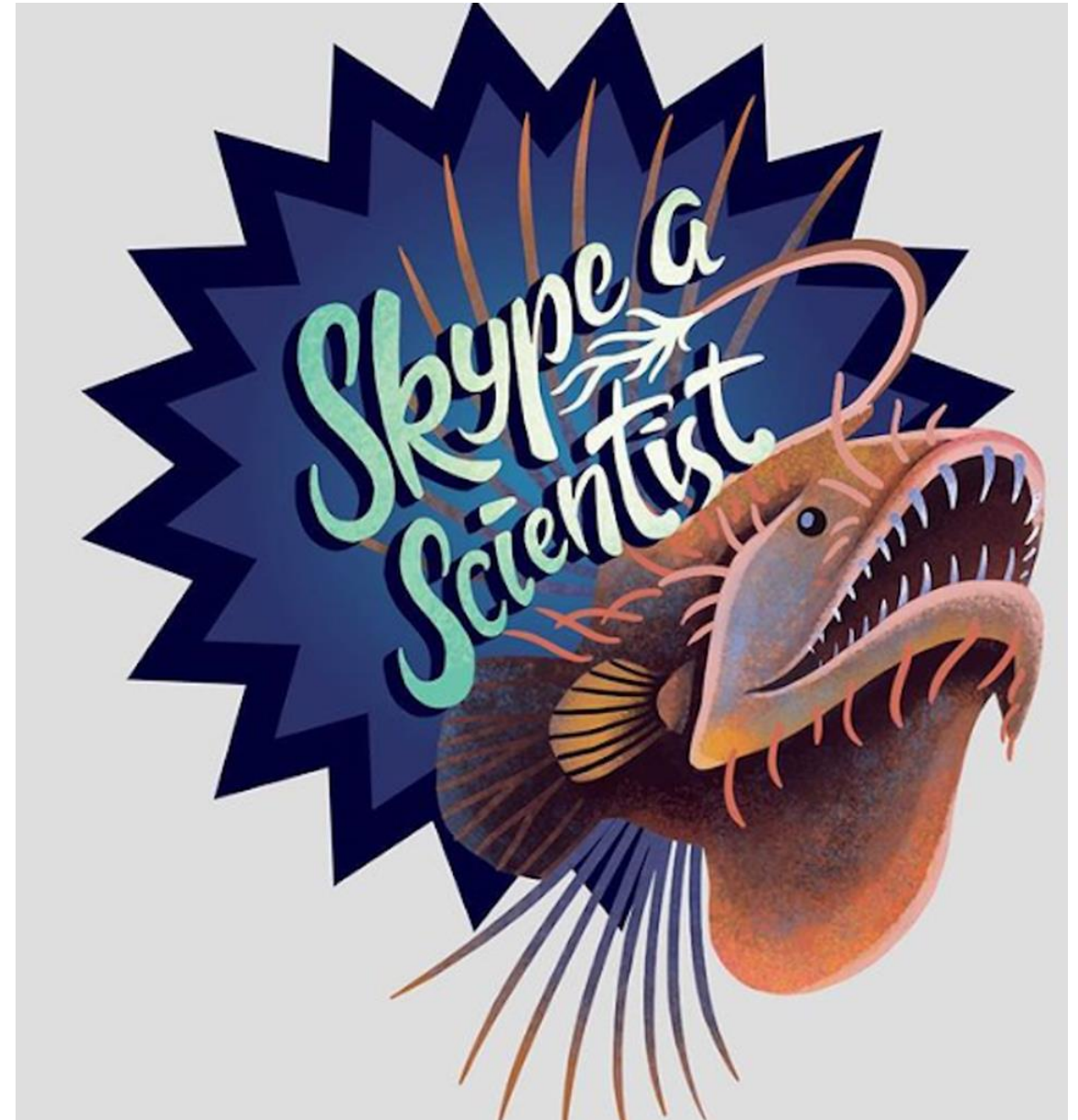
"wow, 43k!!! I am impressed about the power of the media network. As a scientist that usually gets less than 100 hits for a scientific paper, this seems extraordinary."

--Atmospheric scientist, UC Santa Barbara

I think you saw the link via FB to Fresh Air? Truly unbelievable (at least for NPR geeks). They called out of the blue - so the Conversation pieces definitely had something to do with that. So thank you!!

--Professor UC Berkeley

- It's happening. We see "expert voices" at Axios, Scientific American, Vox in addition to traditional media such as newspapers
- Can take many forms - written pieces, podcasts, SciLine for journalists
- Some universities and institutions encourage and offer training
- Not all the traditional op-ed




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Why methane emissions matter to climate change: 5 questions answered

September 4, 2019 7:52am EDT

A powerful heat-trapping gas, methane is released from the natural gas delivery infrastructure. AP Photo/Brennan Linsley

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The EPA on Aug. 29 unveiled a proposal to rescind regulations to limit methane emissions from the oil and gas industry. Critics said the rollback will worsen climate change and air quality. Reaction from energy companies varied, with some arguing the limits are unnecessary while others supported the federal regulations.

Colorado State University energy scholars Anthony Marchese and Dan Zimmerle last year published an extensive study on the extent of methane emissions from the oil and gas industry. They explain the

**Anthony J. Marchese**
Associate Dean for Academic and Student Affairs, Walter Scott, Jr. College of Engineering; Director, Engines and Energy Conversion Laboratory; Professor, Department of Mechanical Engineering and Energy Institute Affiliate Faculty, Colorado State University

**Dan Zimmerle**

 Morgan Bazilian, Arvind Ravikumar Sep 13, 2019

EXPERT VOICES

EPA's relaxed methane regulations could cost new energy jobs



A natural gas filtration system in Mifflin Township, Pennsylvania. Photo: Robert Nickelsberg/Getty Images

The proposal by the Environmental Protection Agency (EPA) to [roll back regulations on methane emissions](#) not only poses environmental risks, but also jeopardizes new leak-detection technologies that could create high-paying jobs nationwide.

Some scientists aren't comfortable speaking beyond what they found in a particular study.

Do they want me to say something negative?

Are they prepared for reader comments or public criticism?

Are they representing themselves or the institution they work for?

Some struggle to communicate effectively



Cutting edge science

Science of the every day (Curious Kids)

Solutions to societal problems

Discovery - interesting research being done by leading thinkers

Science in the news

How science is done


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Analysis and Comment



The oral polio vaccine is most commonly used in the developing world, despite one big problem. CDC/Alan Janssen, MSPH

A newly designed vaccine may help stamp out remaining polio cases worldwide

Patricia L. Foster, *Indiana University*

A challenge in eradicating polio comes from a version of the vaccine itself, which relies on live but attenuated virus. Rationally designing a new vaccine could help get rid of polio once and for all.

The womb isn't sterile – healthy babies are born with bacteria and fungi in their guts

Kent Willis, *University of Tennessee*

Fungi live in everyone's gut – but now a new study reveals that this colonization may begin before birth.


An artist's journey into the science of sweat

Paul Vanouse, *University at Buffalo, The State University of New York*

What is the smell of sweat? An artist recreates the pungent body odor as an art installation.

How do brains tune in to one neural signal out of billions?

Curious Kids



Pardon me! Gelpi/Shutterstock.com

Curious Kids: Why do burps make noise?

George Saffouri, *University of California, Riverside*

Oh! Excuse me! Please pardon my sphincter, esophagus and throat.

Curious Kids: How does the stuff in a fire extinguisher stop a fire?

Joseph Lanzafame, *Rochester Institute of Technology*

What exactly is inside those red fire extinguisher canisters, and does it work better than water?

Curious Kids: Why don't hummingbirds get fat or sick from drinking sugary nectar?

Jessica Pollock, *Boise State University*

How do hummingbirds drink sugary nectar and not get sick? Don't they need a balanced diet to stay healthy? Do they eat anything else?


- Curious Kids: How are cats declawed, and is it painful?
- Curious Kids: What is the

Research and Expert Database


Find experts with knowledge in:

Popular: food, water, transport, health, and energy.


Most Read past week



The most influential scientist you may never have heard of



A cyberattack could wreak destruction comparable to a nuclear weapon



Why are so many languages spoken in some places and so few in others?

How nine days underwater helps scientists understand what life on a Moon base will be like

Evolution doesn't proceed in a straight line – so why draw it that way?

Human breast milk may help babies tell time via circadian signals from mom

Indian Moon probe's failure won't stop an Asian space race that threatens regional security

Disaster communications: Lessons from 9/11

Pitch an idea

Got a news tip or article idea for The Conversation?

- Is it of general interest?
- Are you an expert on the topic?
- Is it timely?
- Can you cover it in 400-1000 words?

- Online, real-time editor
- Shared draft document pre-publication

History
Edit
Preview
Mobile

Republish

Headline

Why Trump's wall with Mexico is so popular, and why it won't work

H
B
I

Saved
1,082 words
Readability

Donald Trump tweeted on Jan. 6 that "any money spent on building the Great Wall (for the sake of speed), will be paid back by Mexico later."

```
<tweet url="https://twitter.com/realdonaldtrump/status/817329823374831617?lang=en" />
```

Feasibility aside, this policy reflects a common belief among governments that countries should be walled, and that walls solve problems of migration and trade.

[\[The Economist\]](#) (<http://econ.st/2jbKR0e>) reports that 40 countries have built fences since the fall of the Berlin Wall. Thirty of these were built since 9/11; 15 were built in 2015.

Requirements

Collaborators

Danielle Douez
Editor

David Cook Martin
Lead Author

Lead Author

Interviewees

Disclosures

David Cook Martin
Edit

David Cook Martin receives funding from National Science Foundation.

Brief (sent)

Word count: 800
Deadline: December 9, 2016 12.00pm (8 months ago)

- Ability to have multiple authors
- Track changes over time

The screenshot displays the 'THE CONVERSATION' web interface. At the top, the header includes the site name and tagline, and a navigation bar with options like 'Edition: United States', 'Job Board', 'Get newsletter', and social media links. A user profile for 'Martin LaMonica' is visible. Below the header, a toolbar contains buttons for 'History', 'Edit', 'Preview', 'Mobile', 'Approvals', and 'Republish'. The main content area features a horizontal timeline of author contributions, with a legend identifying Martin LaMonica (red), W. Rocky Newman (blue), John R. Bowblis (green), Bryan Keogh (orange), and Nancy West (purple). A timestamp indicates the document was saved by W. Rocky Newman on March 7, 2016. The article title, 'Crash in oil prices will hurt the U.S. economy from Texas to Wall Street', is prominently displayed. The text of the article begins with a paragraph discussing the economic impact of low oil prices.

Home Edition: United States Job Board Get newsletter f t RSS Dashboard Martin LaMonica 12

History Edit Preview Mobile Approvals Republish →

Martin LaMonica W. Rocky Newman John R. Bowblis Bryan Keogh Nancy West March 7, 2016 10.06am saved by W. Rocky Newman

Crash in oil prices will hurt the U.S. economy from Texas to Wall Street

Traditionally, low oil prices have been a boost to economic growth in the U.S. The crash in oil prices over the past two years, however, has produced a decidedly mixed picture – with potentially worrying implications for the economy as a whole.

When oil prices fall, consumers spend less on gasoline and have more disposable income to spend on other goods, which contributes to economic growth. Conversely, as oil prices have gone up, consumers have less disposable income to spend on other things, such as new cars, going out to eat, entertainment and new clothes.

History

Edit

Preview

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Approvals ▾

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Headline

Saving lives by letting cars talk to each other

H

B

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+



Saved

1,081 words

● Readability

The [death of a person] (<http://www.nytimes.com/2016/07/01/business/self-driving-tesla-fatal-crash-investigation.html>) earlier this year while driving with Autopilot in a Tesla sedan, along with [news of more crashes] (<http://www.bbc.com/news/technology-36783345>) involving Teslas operating in Autopilot, has triggered a torrent of [concerns about the safety of self-driving cars] (<http://www.npr.org/2016/07/01/484381632/tesla-autopilot-crash-raises-concerns-about-self-driving-cars>).

Requirements

Collaborators



Jeff Inglis
Editor



Hui Peng
Lead Author

Lead Author ▾




Interviewees



Disclosures

✓ Hui Peng Edit

Hui Peng receives funding from 60 companies – their membership fee supports the research and



Shannon Schmoll
 Director, Abrams Planetarium, Department of Physics and Astronomy, Michigan State University

See institution analytics

In Progress


You're not working on any articles




Pitch an Article Idea


FAQs




- How do I start writing?
- I submitted a pitch. Now what?
- How do I handle interview requests from radio/TV?
- Other questions? Contact us.


Published (3)




 January 29, 2018
 Empat hal mengenai gerhana bulan langka yang menghiasi langit pada 31 Januari

53,231 0
 



 January 24, 2018
 Look up at the super blue blood full moon Jan. 31 – here's what you'll see and why

431,360 4
 



 August 3, 2017
 When the sun goes dark: 5 questions answered about the solar eclipse

106,910 5
 



Reach

Overview - All Articles

3

Articles

591,501

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9

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Comments made


Post Publication Summary

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
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Tweets (20 most recent)



 Did You watch the super blue blood full moon Jan. 31 – here's what you saw and why https://t.co/6GpO4UBJKh via @ConversationUS
 @berlinsights
 February 2, 2018


 Look up at the super blue blood full moon Jan. 31 – here's what you'll see and why https://t.co/pbRBq0Y1Vo via @ConversationUS #supermoon
 @ClaudiaHauter
 January 31, 2018


 #GerhanaBulan nanti malam bukan gerhana biasa. Apa yang membuatnya istimewa? https://t.co/kjQHIQjBoQ
 @ConversationIDN
 January 30, 2018








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 @ygandawinata_
 January 30, 2018

Country / Territory



- United States
- Indonesia
- Australia
- India
- other

Publications

	Washington Post	264,556
	The Conversation	100,645
	Newsweek	37,612
	PBS (including Newshour, Nova, and Point Taken)	36,874
	Salon	24,044
	Science Alert	21,076



A worker cleans a statue of Vladimir Lenin in St. Petersburg. But how much Russian history gets whitewashed today? Dmitri Lovetsky/AP Photo

How does an authoritarian regime celebrate a revolution?

Cynthia Hooper, *College of the Holy Cross*

Because the Kremlin hopes to project strength and unity, history isn't used as much to inform as it is to inspire, with events cherry-picked to fit within a fuzzy framework of 'Russian greatness.'

More

Analysis and Comment



Some of the Facebook and Instagram ads used in 2016 election released by members of the U.S. House Intelligence committee. AP Photo/Jon Elswick

Why social media may not be so good for democracy

Gordon Hull, *University of North Carolina – Charlotte*

A scholar asks whether democracy itself is at risk in a world where social media is creating deeply polarized groups of individuals who tend to believe everything they

Research and News

Brain science should be making prisons better, not trying to prove innocence

Arielle Baskin-Sommers, *Yale University*

Hollywood pushes a fantasy version of what neuroscience can do in the courtroom. But the field does have real benefits to offer, right now: solid evidence on what would improve prisons.

Why it's time to lay the stereotype of the 'teen brain' to rest

Dan Romer, *University of Pennsylvania*

In recent years, the notion of a structurally imbalanced teenage brain has been faulted for bad choices. A review of studies suggests that a deficit in brain development is not to blame.

More Research and News

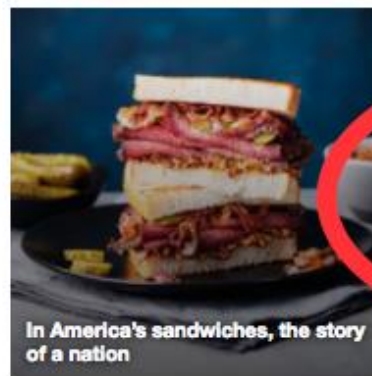
Tax reform



Editors' Picks



What public transit can learn from Uber and Lyft



In America's sandwiches, the story of a nation



Most Read past week

Teens are sleeping less – but there's a surprisingly easy fix

Is daylight saving time worth the trouble? Research says no

What the charges against Manafort, Gates and Papadopoulos could mean for Trump

In America's sandwiches, the story of a nation

How the smartphone affected an entire generation of kids

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Got a news tip or article idea for The Conversation?

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The Conversation has a monthly

Pitch here!

What does
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a discussion
of something
that's in the
news now?

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How frigid polar vortex blasts are connected to global warming

January 29, 2019 6:44am EST

Bundled up against the cold in downtown Chicago, Sunday, Jan. 27, 2019. AP Photo/Nam Y. Huh

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10.3k

A record-breaking cold wave is sending literal shivers down the spines of millions of Americans. Temperatures across the upper Midwest are forecast to fall an astonishing 50 degrees Fahrenheit (28 degrees Celsius) below normal this week – as low as 35 degrees below zero. Pile a gusty wind on top, and the air will feel like -60 F.

2 m AGL Temperature (°F)
F048 Valid: Wed 2019-01-30 12z

Init: Mon 2019-01-28 12z GFS

Author

Jennifer Francis
Visiting Professor, Rutgers University

Disclosure statement

Jennifer Francis is a Senior Scientist at the Woods Hole Research Center. She receives funding from the National Science Foundation.

- Why now?
- An ongoing trend, an event, an anniversary?



Timothy J. Jorgensen

Director of the Health Physics and Radiation Protection Graduate Program and Associate Professor of Radiation Medicine, Georgetown University

Profile

Articles

Activity

Behaviour



February 7, 2019

Lise Meitner – the forgotten woman of nuclear physics who deserved a Nobel Prize

Timothy J. Jorgensen, Georgetown University

Left off publications due to Nazi prejudice, this Jewish woman lost her rightful place in the scientific pantheon as the discoverer of nuclear fission.



February 22, 2018

Operation Gunnerside: The Norwegian attack on heavy water that deprived the Nazis of the atomic bomb

Timothy J. Jorgensen, Georgetown University

Feb. 28 marks the 75th anniversary of Operation Gunnerside. A stealthy group of skiing commandos took out a crucial Nazi facility and stopped Hitler from getting

the atomic bomb.



January 17, 2018

50 years ago, a US military jet crashed in Greenland – with 4 nuclear bombs on board

Timothy J. Jorgensen, Georgetown University

In what came to be known as the Thule incident, an American bomber crashed in Greenland, spreading radioactive wreckage across 3 square miles of a frozen fjord. Denmark was not happy.



October 10, 2017

Marie Curie and her X-ray vehicles' contribution to World War I battlefield medicine

Timothy J. Jorgensen, Georgetown University

During World War I, Marie Curie left her lab behind, inventing a mobile X-ray unit that could travel to the battlefield and training 150 women to operate these 'Little

Curies.'

- Based on your expertise
- Sharing cutting-edge scholarship with non-experts
- Could be research coming off embargo

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 Search analysis, research, academics...

Arts + Culture Economy + Business Education Environment + Energy Ethics + Religion Health + Medicine Politics + Society **Science + Technology**



Astronauts' brains are subject to long-lasting damage due to low dose space radiation

August 5, 2019 4:30pm EDT

Outside Earth's protective atmosphere, there is nothing to shield astronauts from the dangerous cosmic radiation of space. [NASA](#).

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During the course of a deep space mission, astronauts are routinely in various degrees of peril. Depending on which Hollywood sci-fi thrillers you choose, these intrepid explorers are at the mercy of malicious aliens, psychotic computers, or collisions with asteroids or space debris. While these might all be possible concerns, remote or otherwise, the greatest real danger to astronauts may in fact be one that cannot be seen: space radiation.

The Earth's atmosphere and [magnetic field](#), largely protect life on the planet from cosmic radiation. When astronauts travel beyond that protective bubble, energetic particles called galactic cosmic rays bombard their bodies. Galactic cosmic rays are thought to be the

Authors



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Charles Limoli
Professor of Radiation Oncology, University of California, Irvine

Disclosure statement

- Other examples:

Why some call it
“ISIS” and others
“Daesh”?

What is the
Common Core?

How do slot
machines work?

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Q Search analysis, research, academics...

Why carbon dioxide has such outsized influence on Earth's climate

September 13, 2019 7:37am EDT

The Orbiting Carbon Observatory satellite makes precise measurements of Earth's carbon dioxide levels from space. NASA/JPL

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New article series

Climate explained

Climate Explained is a collaboration between The Conversation, Stuff and the New Zealand Science Media Centre to answer your questions about climate change.

If you have a question you'd like an expert to answer, please send it to climate.change@stuff.co.nz

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Disclosure statement

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